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UNITED STATES DEPARTMENT OF AGRICULTURE
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X OPPORTUNITIES IN WORKING WITH FOOD HANDLERS X

by

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I. Organization in Indiana

A. Marketing extension work with food handlers involves new group and new subject matter area BUT is extended in same manner as successful farm management and other extension programs.

1. Build strong county program through Retail Steering Committees under leadership of county agent--a skilled organizer and educator. Committee consists of three or four progressive food retailers, representatives from perishable food wholesalers, secretary of local Chamber of Commerce, retail equipment dealers, etc.
2. Local Retail Steering Committee meets in fall; retailer specialist outlines schools and meetings available. Committee selects program for year ahead, selects chairmen for events, organizes promotion solicitation; arranges for meeting place and supplies for school (meats, produce, poultry, etc.) County agent acts as "spark plug" for group, handles newspaper and radio publicity.
3. Retailer Extension Program coordinated at University by advisory committee consisting of marketing personnel from Agricultural Economics, Home Economics, Poultry, Dairy, Animal Husbandry, and the Director of Extension. Group evaluates program; advises; coordinates fields.

B. Basic Organization sound--not easily or rapidly developed.

1. County agents carry heavy load now.
2. Business people highly competitive; not accustomed to working together as a group toward a common objective.
3. Wholesale cooperators want whole show.

II. County Programs

A. Retailer Economics

1. Either one or two successive evening meetings.
2. County programs usually consist of a series of meetings covering topics as selected by committee.
3. Meetings organized, etc., by Retailer Committee.
4. Schools - Conducted on discussion - demonstrational basis. Extensive use made of color slides, flannel graph, actual merchandise, props.
 - a. Meat Pricing & Cutting Tests.
 - b. Self Service Meat; - Preparation, Departmental Layout.
 - c. Preparation and Display of Fresh Fruits and Vegetables.
 - d. Self Service Produce; Methods, Display.
 - e. Poultry Merchandising; Cutting Methods, Packaging.
 - f. Food Store Management.
 - g. Business Outlook for Food Distributors.
(Ag. Economics specialists cooperating.)

B. Consumer Economics

1. Afternoon and evening sessions.
2. Organized by Retailer Steering Committees in conjunction with Home Demonstration agent and club representatives.
3. Home Economics specialists cooperate in presentation of subject matter.
4. Tied in with retailer schools - same facts given both groups with adaption of presentation to group.
5. Beamed at urban people not reached by existing extension programs.
6. Topics
 - a. Your Market Basket

Economics of food buying.
Explanation of costs involved; consumption statistics; identification; buymanship, home storage, nutritive value, and preparation of perishable foods.

b. Food Freezing Story 889457

Economics of Food freezing.
Costs involved. Food locker vs home freezer.

III. Annual Food Retailer Clinic.

- A. Organized by committee of State grocer association officials, progressive food wholesalers, chairmen of local steering committees, extension specialists.
- B. Climaxes county schools and meetings. Held in Purdue Union.
- C. Beamed at management; deals with overall store problems.
- D. University resident teaching staff - outstanding food store operators lead discussion groups.

IV. Purdue Retailer.

Periodic news letter; summarizes latest research publications and technical information.

V. What's Ahead.

- A. Summer training school at Purdue to train meat cutters. Requested by trade; endorsed by packers.
- B. Move into food store management: backed by research, develop record systems for food stores.
- C. Consumer Economics on mass media basis - TV - Radio - newspaper.
- D. Coordinate, integrate producer - retailer - consumer programs.

Statistics

Number of counties where meetings have been held	42
Number of counties where active local steering committees are organized	21
Attendance at Retailer County Meetings 1953-54	3400
Attendance at Food Clinic - 1954	175
Attendance at Consumer Meetings	
Planned by Retailer Committee (7 in number)	1400
Requested by County Agents (4 in number)	300
Leader Training (12 meetings)	500
Breakdown of Retailer Meetings	
Food Retailer Outlook - fall '53 - 9 meetings	1200
Meat Meetings - 26	1150
Produce Meetings - 26	1075
Miscellaneous	
(Grocers Convention, Salesmen Meetings, etc.)	



